



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

March 16, 2023 12:00 – 1:30 pm

Attendees: Chair Christine Turner, George Hafeman, Paul Fidrych, Sean Findon, Karl Fenstermaker, Brenda Michael, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Isaac Butman, Chris Negelspach, Mayor Joe Backus, Councilor Kim Holmes, Len Waggoner, Jaimee Adams

Absent: Vice Chair Brian Rosenthal, David Sideras

1. CALL TO ORDER

The meeting was called to order at 12:00 PM by Chair Christine Turner.

1.1 Meeting Agenda

George made a motion to approve the March 16, 2023 meeting agenda. Sean seconded. The motion passed unanimously.

1.2 Meeting Minutes

George made a motion to approve the February 16, 2023 meeting minutes. Sean seconded. The motion passed unanimously.

1.3 Public comment

Rand Brown: I wanted to introduce myself to the Committee. I'm the PCC OMIC Industry Outreach and Training Coordinator. I'm sitting in for Patty Hawkins today.

2. NEW BUSINESS

2.1 EDC's Role in Adventure Festival Fundraising

Chair Christine Turner: Last month the Economic Development Committee had agreed to *assist* with the fundraising for Adventure Festival. At a City Council meeting, it was mentioned that EDC would be *responsible for* fundraising. I want to make sure that we're clear on what we agreed to because we, as volunteer committee members, don't have the capacity to do everything.

Isaac: It would be a lot like it was last year. Because we don't have a designated community group for events and sponsorship, we look to our agency partners for assistance. EDC won't be held responsible if we don't fully fundraise the event or anything like that.

Chair Christine Turner: Okay, I just wanted to be clear about that since it was mentioned at City Council. How much will this event cost? Are we going for 100% cost recovery with sponsorships?

Isaac: Approximately \$90,000. The City Council and City Manager have been pretty firm on getting as much cost recovery as possible. Last year we had to pull from contingency to support the rest of the event's expenses. In order to make the Adventure Festival a sustainable event



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year to year, we have to get it to a level where we can expect full or nearly full cost recovery every year. Part of how we do that is through sponsorships.

Paul: What are we doing to show potential sponsors that we're making improvements?

Isaac: There's a lot of general feedback we've received that will be incorporated next year. Given that 2022 was the first year of the Adventure Festival, we can pivot a lot of these things more easily. One big thing is that we will be spending more on marketing this year to bring more people in.

Chair Christine Turner: How much did we collect in donations last year?

Isaac: Between \$22,000-\$27,000.

Sean: Can we advertise the Adventure Festival at Earth Day?

Isaac: We can certainly look into that.

Len Waggoner: I would suggest going to Betsy Johnson and having her ask CalPortland, Fred Meyer, and Michael Curry.

Chair Christine Turner: If we don't raise enough money for full cost recovery, would certain events be cut?

Isaac: That would be up to City Council.

Paul: After this year's Adventure Festival, I think we need to do an economic analysis and decide whether we want to prioritize several small events like Movies in the Park or having one large event like Adventure Festival.

Jeff: The thing about big events is that you want to bring in people from outside of Scappoose but in the summer, you're competing with a lot of other massive events in the greater Portland area.

Isaac: I go to a lot of events in my personal time and I can say that Jeff isn't wrong. With large events in small cities, what you see is the city government gives a large sponsorship donation to a volunteer community group of some kind and they organize the event. Scappoose doesn't have a group like that.

2.2 Keep it Local Columbia County

Mayor Joe Backus: Keep it Local Columbia County has launched a soft opening of their website. You can sign up your business or check out the available businesses that have registered.

NJ shared screen to display the website.

Jeff: What this website does is takes a business's social media and website links and posts it on the Keep it Local page under one name.



2.3 Downtown Overlay Standards

Paul: Laurie, what outcomes are you looking for from EDC?

Laurie: We are looking at the Downtown Overlay chapter as part of the overall code change process in the 50-Year Plan. I've heard this committee talk about looking into the location of the Downtown Overlay boundary, design/aesthetic standards, and streetlights.

NJ: This will be multi-part process where we open up the discussion, provide some basics about what the Downtown Overlay is and how it works, get your initial feedback on things you want us to look into, review items with our 50-Year Plan consultant team, get some examples from other cities, and bring you back tangible code changes for you to consider.

Paul: If downtown amenities are one of our attractions, we should make a plan to improve on what we have. Sandy, OR was a completely different looking town 20 years ago. I think the new Tesla charging station will help a lot because it's a draw to Scappoose and it makes people stay in Scappoose for 20-30 minutes.

Laurie: I think everyone knows we have a very lean staff. When we're working on a project as big as the 50-Year Plan in addition to all of our other responsibilities, it makes it hard to take on additional large projects. DLCD and ODOT have a joint grant program called TGM (Transportation Growth Management) that looks at the relationship between land use and transportation. They offer downtown development assistance as part of this program. If this is something we pursue in 2024, we can hold off on wholesale code changes to this chapter now and save those for when we start the project.

Paul: We had a great presentation at our last meeting demonstrating how powerful grants can be in supporting beautification. How can we do that?

Laurie: As part of the work Columbia Economic Team is doing to brand Columbia County and develop tourism opportunities, we have a steering committee with some workshops on May 17th and 18th.

3. ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
 - Food Cart pods were submitted yesterday to Chris.
 - Chair Christine Turner is meeting with hotel developers March 31st.
 - One of the three restaurants in the three-parcel restaurant complex will be Taco Bell and the other two are yet to be determined.
 - Paul will be providing City Council with an introductory branding presentation.
 - Annual Town Meeting; Saturday, April 8th at 9:00 am at Scappoose High School
 - Joint Urban Renewal Agency/Economic Development Committee meeting; Monday, April 17th at 6:00 pm at Scappoose Council Chambers
- Next meetings
 - April 20, 2023 at 12:00 pm
 - May 18, 2023 at 12:00 pm
 - June 20, 2023 at 12:00 pm



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4. Meeting Adjourned at 12:55 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@cityofscappoose.org. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938.